

## THE MANAGEMENT OF INTERETHNIC TOURISM IN BANAT

SÂMBOTIN L., BLAGA RAMONA, RACHICIU DIANA

University Of Agricultural Sciences And Veterinary Medicine Of The Banat,  
Faculty Of Farm Management Timisoara (Romania)

Banat is an area with multiethnic diversity, favourable for the development of interethnic tourism. It is composed of three large parts: Timiş Plain, representative for the Serbians, Vinga Plain, representative for the Bulgarians, and Jimbolia Plain, which is the north-west part, is also representative for ethnic tourism. Identification of the geographic distribution of demand comes not only as support, but as a necessity, as it provides information regarding the most visited places.

Due to the fact that one ethnic group forms the majority of the population in a given area, or even in a locality, agritouristic households/boarding houses/farms will be organised, ones which meet the general conditions of organisation and development of rural tourism and interethnic agritourism, and also particular conditions, at an ethnic level.

The evaluation of the rural potential which supports the development of this type of tourism is made through assessing the natural and anthropic rural touristic patrimony and also the possibilities of integration into the touristic system. For the rural regions, great importance is placed on identifying all aspects of the agritouristic potential. This potential has to blend in a harmonious way the natural elements, the anthropic ones, the material and the spiritual side, with the host's personality. There are two main stages in the process of assessing the agritouristic potential: analysis of the present situation and diagnose. In order to create a regional network of ethnic rural tourism in Banat, the following activities have to be standardised:

1. Creating the legislation and organisational premises:
  - setting the foundation for a regional association for rural tourism and interethnic agritourism, by uniting all the operators and offerers of such agritouristic products;
  - modifying and completing the normative acts with additional facilities for rural tourism and interethnic agritourism operators (for instance credits with subventioned interest, guarantees for the accredited farms);
  - developing the partnership and cooperation between the public and private fields, for the realization of projects to the benefit of rural tourism and agritourism.
2. Identifying several farms that can be introduced in a regional or national circuit – “Regional/National Centre (Association) for Interethnic Agritourism”.
3. Preparing the farms in order for them to become capable of good quality services.
4. Launching the offer of rural tourism and agritourism on the national and international market, by:
  - organising manifestations and editing promotional materials with the help of the ones who carry out touristic services, of the specialised firms and the Romanian tour agencies;
  - working with specialised firms, interested in the organisation of marketing and promoting operations, in the framework of the promotional programme of the national tourism authority;
  - editing a catalogue for presentation and advertising;
  - creating a positive touristic image, which is also complete and accurate, of the offer in the field of rural tourism and agritourism in Banat.
5. Organising a database for the offer in the domain of ethnic agritourism; this should be as complete as possible and always kept up-to-date.
6. Training experts in regional agritouristic management, as well as continuing the training of the already-existent people in the field of rural tourism. This should be done by organising courses, workshops, trainings on location, etc.